

WVEC

Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

Schedule Dates Advertiser Agency/T-Code Product Brand Salesperson Sales Office

Contract # 09/11/12-09/17/12

Political - US Senate (1176) Democrat (Anti) (177520) Blair, Cheryl (2205) TeleRep - Philadelphia Buver Name

Phone/Fax CPE Account Types Billing Type

841564 Crossroads GPS (33741) Crossroads Media LLC (2774)/055317791

MARONEY, STEPHANIE (202) 559-6424 / 12/11/733 National/Political PAC - Agency

Weekly/Irregular CROSSROADS GPS :30
\*\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*\*, Date Entered 07/10/12 Last Modified 09/12/12 Penne Marsh Entered By CO-OP

No 06225703

Demo Order Type Normal Package Deal

15.00 Commission % \$5,049.00 Net Total \$28,611.00

Sales Tax

 
 By Broadcast Month
 Spots

 Sep. 2012
 38
 Rate \$33,660.00 Grand Total: \$33,660.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Τι	ي We	Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	11P- 11:35P (ET)						1		1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
2.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	12P- 12:57P (ET)						1		1	\$420.00	\$420.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	7/10/12
3.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	5A- 5:58A (ET)						1		1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
4.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	6P- 6:30P (ET)						1		1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
5.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	6:58P- 7:28P (ET)						1		1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
6.0	Normal Line / SPOT	09/14/12-09/14/12	4	:30	7:28P- 7:57P (ET)						1		1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
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cepted-	Agency/Advertiser:			Date:	Accepted	Station:								Date:	Comments:			

B/E Bookend P/B Piggy Back

Printed At: 04:16 PM on Wednesday, September 12 2012

Page 1 of 7



Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

Contract # Schedule Dates Advertiser Agency/T-Code Product Brand

Sales Office

**Buyer Name** 

Phone/Fax

Billing Type

Comments

CPE

841564 09/11/12-09/17/12 Crossroads GPS (33741) Crossroads Media LLC (2774)/055317791 Political - US Senate (1176) Democrat (Anti) (177520)

Blair, Cheryl (2205) TeleRep - Philadelphia MARONEY, STEPHANIE (202) 559-6424 / 12/11/733

Account Types National/Political PAC - Agency Weekly/Irregular CROSSROADS GPS :30
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Date Entered 07/10/12 Last Modified 09/12/12 Penne Marsh Entered By CO-OP No 06225703 Demo

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Grand Total:

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	03/1 //12 03/1 //12	4	:30	9A- 10A (ET)					1		1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
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gency/Advertiser:			Date:	Accepted-S	tation:							Date:	Comments:			
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SPOT 09/17/12-09/17/12 4 :30 12P- 12:57P (ET) 1 1 \$420.00 \$420.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 5A- 5:58A (ET) 1 1 \$450.00 \$450.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 6P- 6:30P (ET) 1 1 \$1,080.00 \$1,080.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 6F- 6:30P (ET) 1 1 \$1,080.00 \$1,080.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 6F- 6F- 7:28P (ET) 1 1 \$1,440.00 \$1,440.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 7:28P- 7:57P (ET) 1 1 \$1,400.00 \$1,400.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 7:28P- 7:57P (ET) 1 1 \$1,400.00 \$1,400.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 7:28P- 7:57P (ET) 1 1 \$1,400.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 7:28P- 7:57P (ET) 1 1 \$1,400.00 ormal Line / SPOT 09/17/12-09/17/12 4 :30 7:28P- 7:57P (ET) 1 1 \$1,400.00 ormal Line / SPOT 09/17/12-09/17/12 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	permail Line / SPOT 09/17/12-09/17/12 4 :30 12P- 12:57P (ET) 1 1 \$420.00 \$4420.00 Norfolk (WVEC) (WVEC)  permail Line / SPOT 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12/11/733

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Last Modified

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CO-OP

Demo

07/10/12

09/12/12

No

Penne Marsh

06225703

Norfolk (WVEC) (WVEC) By Broadcast Month Spots Sep. 2012 \$33,660.00 Grand Total: 38 \$33,660.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	we	1h	Fr S	a Su	Spots	Rate	Total	Station	Comments	Entere
14.0	Normal Line / SPOT	09/17/12-09/17/12	4	:30	9A- 10A (ET)		1						1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
15.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	11P- 11:35P (ET)							1	1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/1
16.0	Normal Line / NCAA - FOOTBALL	09/15/12-09/15/12	4	:30	3P- 6P (ET)								1	\$175.00	\$175.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L<	7/10/1
17.0	Normal Line / SPOT	09/15/12-09/15/12	4	:30	6P- 6:30P (ET)						1			\$480.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	7/10/1
17.0.1	Preempt	09/15/12			1		1									Norfolk (WVEC) (WVEC)	S/I-Program Change/Exception - program change/ncaa football	
18.0	Normal Line / SPOT	09/16/12-09/16/12	4	:30	11P- 11:35P (ET)							1	1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/1
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cepted-	Agency/Advertiser:			Date:	Accepted-		<u> </u>		701				<del>(1 ( )</del>	Date:	Comments:	· · · · ·		

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07/10/12

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23.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	6:58P- 7:28P (ET)					1			1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
24.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	7:28P- 7:57P (ET)					1			1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/17
25.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	9A- 10A (ET)					1			1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
		-			CO	NFIF	RMA	AΤ	IOI	V C	100	VTF	RAC	T				
cepted-	Agency/Advertiser:			Date:	Accepted-	Station:								Date:	Comments:			

B/E Bookend P/B Piggy Back



Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

Contract #

841564 Schedule Dates 09/11/12-09/17/12 Advertiser Agency/T-Code

Salesperson Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia Buyer Name Phone/Fax

12/11/733

CPE Account Types Billing Type

Product

Crossroads GPS (33741) Crossroads Media LLC (2774)/055317791 Political - US Senate (1176) Democrat (Anti) (177520) MARONEY, STEPHANIE (202) 559-6424 /

National/Political PAC - Agency Weekly/Irregular CROSSROADS GPS :30
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*, Date Entered 07/10/12 Last Modified 09/12/12 Penne Marsh Entered By CO-OP No 06225703 Demo Order Type Normal Package Deal Commission % 15.00 \$5,049.00 Net Total \$28,611.00

Sales Tax

By Broadcast Month		Rat
Sep. 2012	38	\$33,660.00
Grand Total:	38	\$33,660.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We Th	Fr Sa	Su	Spots	Rate	Total	Station	Comments	Entered
26.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	11P- 11:35P (ET)			1				1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
27.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	12P- 12:57P (ET)			1				1	\$420.00	\$420.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	7/10/12
28.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	5A- 5:58A (ET)			1				1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
29.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	6P- 6:30P (ET)			1				1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
30.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	6:58P- 7:28P (ET)			1				1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
31.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	7:28P- 7:57P (ET)			1				1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
					CON	FIF	RM/	¥Τ	ION (	100	1TF	RAC	T				
Accepted	Agency/Advertiser:			Date:	Accepted-Sta	ation:							Date:	Comments:			

B/E Bookend P/B Piggy Back



WVEC 613 Woodis Ave. Norfolk, VA 23510

Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

Contract # 841564 Schedule Dates 09/11/12-09/17/12 Advertiser Crossroads GPS (33741) Agency/T-Code Crossroads Media LLC (2774)/055317791

Product

Brand

Salesperson

Sales Office

**Buyer Name** 

Phone/Fax

Account Types

Billing Type

CPE

Political - US Senate (1176) Democrat (Anti) (177520) Blair, Cheryl (2205) TeleRep - Philadelphia MARONEY,STEPHANIE (202) 559-6424 /

12/11/733 National/Political PAC - Agency Weekly/Irregular

CROSSROADS GPS :30
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

Date Entered 07/10/12 Last Modified 09/12/12 Penne Marsh Entered By No 06225703

Net Total \$28,611.00 Sales Tax

Commission %

CO-OP

Demo

Order Type

Package Deal

15.00 \$5,049.00

Normal

Norfolk (WVEC) (WVEC)
By Broadcast Month
Sep. 2012 38 \$33,660.00 Grand Total: \$33,660.00 38

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Τυ	We	Th	Fr	Sa Si	u s	Spots	Rate	Total	Station	Comments	Entered
32.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	9A- 10A (ET)			1						1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
33.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	11P- 11:35P (ET)				1					1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
34.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	12P- 12:57P (ET)				1					1	\$420.00	\$420.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	7/10/12
35.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	5A- 5:58A (ET)				1					1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
36.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	6P- 6:30P (ET)				1					1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
37.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	6:58P- 7:28P (ET)				1					1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
38.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	7:28P- 7:57P (ET)				1					1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
					CON	FIF	RM.	ΑT	ΊO	N	CC	TN	R	AC.	T				
.ccepted	Agency/Advertiser:			Date:	Accepted-St	ation:									Date:	Comments:			

B/E Bookend P/B Piggy Back



Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

Contract # Schedule Dates Advertiser Agency/T-Code Brand

Account Types

Billing Type

Comments

841564 09/11/12-09/17/12 Crossroads GPS (33741) Crossroads Media LLC (2774)/055317791 Political - US Senate (1176) Democrat (Anti) (177520) Blair, Cheryl (2205) Sales Office TeleRep - Philadelphia MARONEY, STEPHANIE Buyer Name Phone/Fax (202) 559-6424 / CPE

12/11/733

Weekly/Irregular

CROSSROADS GPS :30
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

Order Type Package Deal Net Total Sales Tax National/Political PAC - Agency

Date Entered

Last Modified

Entered By

Headline #

CO-OP

Demo

07/10/12

09/12/12

06225703

Normal

15.00

\$5,049.00

\$28,611.00

No

Penne Marsh

Norfolk (WVEC) (WVEC) By Broadcast Month Sep. 2012 38 \$33,660.00 Grand Total: \$33,660.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We -	Th Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
39.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	9A- 10A (ET)				1				1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
														1				
																		<u> </u>
					CON	IFIF	RM.	AT	ION	1 C	OΝ	ITR	(ACI	Τ	<u> </u>			
Accepted	-Agency/Advertiser:			Date:	Accepted-Si	ation:								Date:	Comments:			

B/E Bookend P/B Piggy Back

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:	Norfo	1/	Da	të: 9/1/					
I, Stephanie do hereby reque	Maroney st station time conce	erning the follo	owing issue:							
Crossroads G	GPS (Grassroots	Policy Strate	egies)							
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks					
	As	Ord	ered							
Total Charges: # 28,6/1. 00 Net										
This broadcast time will be used by: Crossroads GPS										
Does the p	rogramming ( elating to any	(in whole o	or in part) on matter of n	communicate ational impo	e "a rtance?"					
☐ Yes ⊠ No										

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importance," list the name of	nunicates a message relating to any po the legally qualified candidate(s) the e date(s) of the election(s) (if applicab	programming refers to, the
For programming that "commimportance," attach Agreed U	nunicates a message relating to any po Ipon Schedule (Page 3)	litical matter of national
I represent that the payment	for the above described broadcast time	has been furnished by:
	1 New York Ave. NW, Washingto surer Steven Law- Board Chairm	
furnishing the payment, if oth	ounce the time as paid for by such per ner than an individual person, is:	
a corporation; a co	mmittee; 🗵 an association; 🗌 or	other unincorporated group.
	esses of the chief executive officers, d d below (may be attached separately):	irectors, and/or authorized
	DISCRIMINATE OR PERMIT DIS N THE PLACMENT OF ADVERTIS	
reasonable attorney's fees, that readvertisement(s). For the above	armless the station for any damages of may ensue from the broadcast of the alge-stated broadcast(s), I also agree to be delivered to the station at least ded broadcasts.	bove-requested  prepare a script,
TO BE S	IGNED BY ISSUE ADVE	RTISER
9/7/12	WY IM	703-299-1760
∠TO BE SIO	Signature \(\cup \)  SNED BY STATION REPR	Contact Phone Number  RESENTATIVE
Accepted	Accepted in Part	☐ Rejected
Kenne Marson	h Penne Marsh	NSC
Signature	Printed Name	Title